

Automotive Daily News



Vol. 2. No. 158. Copyright, 1926, By Automotive Daily News Publishing Corporation NEW YORK, MONDAY, APRIL 12, 1926 Entered as second-class matter Aug. 27, 1925, Post Office, N. Y., N. Y., under Act of March 3, 1879. 10 Cents. \$12 Per Year

STATES USE GAS TAX FUNDS FOR MANY PURPOSES

Not All Apply Money For Upkeep of Roads As Intended

Special from A. D. N. Washington Bureau
WASHINGTON, April 10.—The Bureau of Public Roads of the United States Department of Agriculture today revealed the disposition of gasoline taxes collected by forty-four states during 1925.

Eleven states are listed as having used the tax money for purposes other than for construction and maintenance of rural roads.

Texas appears to be the largest offender in the "gold-digging" class, having diverted \$1,160,446 to its free school fund.

Georgia is shown to have used \$1,386,688 to reimburse the state treasury for the payment of discounts on Western and Atlantic railroad rentals. Mississippi used \$63,783 of its gasoline money to help pay for the building of a seawall in Harrison county. Montana diverted \$202,413 to the state general fund.

Several other states used parts of their gasoline tax money in payment of interest and sinking fund on road bonds.

The city of Baltimore received \$394,907 for maintenance of streets out of the total of \$1,977,777.

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Delivery Problems To Be Discussed

Philadelphia, April 10.—Delivery executives of the country's leading department stores, represented by the Retail Delivery Association, will seek greater economy in operation and further reduction in street accidents when that organization meets at the Bellevue-Stratford Hotel, April 20-23.

The organization is composed of the operators of approximately 10,000 trucks and is affiliated with the National Dry Goods Association. Data have been compiled by some twenty committees, which will report to the Philadelphia convention.

A score or more of problems will be discussed, including consolidated delivery, internal department costs, elimination of waste, motor vehicle operating costs, truck types and designs and avoidance of traffic accidents.

MACK TRUCK PRESIDENT TO ADDRESS BIG MEET

Special from A. D. N. Washington Bureau
Washington, April 10.—Representatives of more than 1,400 business organizations have been invited to attend the three-days' annual meeting of the United States Chamber of Commerce to be held here May 11 to 13.

Among the speakers will be A. J. Brousseau, president of Mack Truck, Inc., of New York. Transportation, including Federal aid to highways, regulation of motor common carriers and the city traffic problem, will be discussed at the convention.

Detroit Employment Shows Slight Drop

Special from A. D. N. Detroit Bureau
Detroit, April 10.—Figures from the Employers' Association, covering the number of employees on the pay-rolls of the seventy-nine automotive plants reporting to the association, registered that for the week ended April 7, there were 266,878. This is a decrease of 3,081 over the previous week but it is 40,575 more than were employed in the same period of 1925.

Permanent Exhibit Planned by G. M.

New York, April 10.—Announcement of a permanent exhibit—the first at which all the products of General Motors will be displayed under one roof—was made by Alfred P. Sloan, Jr., president of the corporation, in a statement issued today.

This General Motors institutional exhibit will be located on the Steel Pier at Atlantic City, where 22,000 square feet of floor space, now undergoing alterations, will be available for the display when it is formally thrown open to the public in July.

The exhibit will include the six lines of General Motors passenger cars: Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, Cadillac, GMC Truck; and also the products of Yellow Truck and Coach Manufacturing Company, Fisher Body, Frigidaire, the electric refrigerator, Delco farm lighting and power plants and various General Motors parts and accessories—the products of General Motors manufacturing plants, located in thirty-seven cities of the United States and Canada.

At night the exhibit building will be illuminated by an animated sign sixty-five feet long and a fixed electric sign 290 feet in length—one of the largest signs of its kind in the world.

STUTZ CO. SHIPS TOTAL OF 527 CARS IN MARCH

Indianapolis, April 10.—The Stutz Motor Car Company of America, at the end of March, had on hand unfilled orders for 2,414 cars for immediate shipment. During March the company shipped 527 cars, breaking all records. Shipments this year to date exceeded 1,000 cars.

STEAM MOTOR RECEIVER

Philadelphia, April 10.—Kenneth Brown has been appointed permanent receiver for the Steam Motor Vehicle Corporation of America, Allentown, Pa., with a bond of \$30,000.

OAKLAND SETS RECORD IN MARCH

Output in Pontiac Factory Reaches Total Of 12,035

Special from A. D. N. Detroit Bureau
Detroit, April 10.—March production figures at the Pontiac plant of the Oakland Motor Company broke all records, with a total of 12,035 Oakland Six and Pontiac Six cars made and shipped.

This is more cars than were built in the first four months of 1925. March hung up another record, too; on the last day of the month, 750 cars were shipped—the greatest one-day shipment in the history of the company.

The Pontiac Six has already established itself, though it has been on the market less than four months. More than 10,000 cars were made and sold in the first three months of the year. The Pontiacs are being produced at the rate of 300 daily.

Up to the present time domestic demand has absorbed all of the available production, with no cars available for export trade.

Oakland Sixes have also established records, according to company officials. Sales of this type in the first quarter of 1926 were approximately 70 per cent. in excess of those for the corresponding period in 1925. All of the cars produced so far this year were required for immediate retail delivery.

INFORMATION AVAILABLE ON JAPANESE MARKET

Washington, April 10.—American exporters interested in the Japanese market may obtain helpful first-hand information from Trade Commissioner Halleck A. Butts, who is sailing for his post in Tokyo, May 8.

He will complete the following itinerary before sailing, and those interested in getting in touch with him may arrange for interviews through any of the co-operative or district offices of the Department of Commerce: St. Louis, April 10; Kansas City, April 12; Fort Worth, April 16; Portland, Ore., April 26 and 27; Seattle, April 28 and 30; San Francisco, May 3 to 6.

STATION CHANGES HANDS

Akron, O., April 10.—E. S. Baldwin, station manager at Cleveland, has announced that station WEAR, owned by the Goodyear Tire and Rubber Company, has been purchased by the Willard Storage Battery Company and has become the possession of WTAM, the Willard station.

Akron Factories Report Increased Rubber Output

New York, April 10.—The rubber industry in Akron is entering the second quarter of 1926 on increasing production schedules. A large volume of orders is being received from both dealers and car makers and reserve stocks are being steadily depleted, according to a dispatch from Akron.

Most of the Akron factories are reported working full time on a three-shift basis. The total production in the district is estimated at around 125,000 tires daily, against an output of 100,000 early in March.

During February and March, major tire companies were operating on five days a week schedules and smaller concerns reduced operations to three and four days a week.

R. R. Coach Knocked Off Tracks by Truck

Fort Wayne, Ind., April 10.—Reversing the usual procedure, an automobile truck of the Sinclair Oil Company struck a railway motor coach of the Chicago & Erie Railroad Company at Wabash and knocked it off the tracks. The coach was considerably damaged and as a result the railroad company has filed suit asking \$1,500 from the oil company.

PEERLESS CO. HAS BIGGEST MONTH

March Profits Total \$180,000, Reports President

Cleveland, April 10.—Edward Verlinde, president and general manager of the Peerless Motor Car Corporation here, stated in an interview that March was the biggest month in the history of Peerless. The company is producing and selling Peerless cars at the rate of 15,000 per year, he said.

Recently the board of directors decided to keep the stockholders and the public in close touch with the operation of the company and the new policy is being followed.

The profits for the first quarter were made in the month of March. In the slow selling months of the year, January and February, the company broke even. The profits for the month of March are estimated to be \$180,000.

As to the operations of the company for the second quarter, Mr. Verlinde stated that in his opinion business with Peerless should continue to be as good or better than during the month of March, owing to the sound business conditions of the country and the fast growing dealer organization of Peerless.

Our dealer organization during 1925 increased 300 per cent. and it is safe to say it will continue to grow at this rate during 1926," he continued.

PIERCE-ARROW'S MARCH SALES BREAK RECORDS

Buffalo, N. Y., April 10.—Record breaking sales following the introduction of Pierce-Arrow's new line of custom-built coaches are shown in shipments from the factory for the month of March as announced by President Myron E. Forbes.

The number of Series 80 cars shipped during the month as compared with March, 1925, represents an increase of 73 per cent., the largest passenger car shipments in the history of the company.

The total shipments of all vehicles produced by the Pierce-Arrow during March, 1926, represents an increase of 33 per cent. over the total shipments of March, 1925. Shipments for the first quarter of this year show an increase of 30 per cent. over the same period in 1925. These figures cover both Series 33 and 80 passenger cars, heavy duty trucks and Pierce-Arrow motor buses.

METALLURGIST TALKS

Detroit, April 10.—L. A. Danse, metallurgist of the Cadillac Motor Car Company, talked at the joint meeting of the Detroit Engineering Society and the Detroit Chapter of the American Society for Steel Treating on "Boy Scout Activities."

POOR WEATHER FAILS TO CHECK WAYNE CO. SALES

Registrations Increase 84% Over Feb.; 160% Over January

DETROIT, April 10.—Despite unfavorable weather a sharp upturn occurred in retail sales of motor cars in Wayne county, in March.

New cars registered increased 84 per cent. over February, 160 per cent. over January this year, and 21 per cent. over March, 1925. Registrations last month totaled 8,343, against 4,528 in February, 3,217 in January and 6,895 in March last year. Registrations for the first three months of this year totaled 16,056, against 13,673 during the first quarter of 1925, an increase of 17 per cent.

The most conspicuous gains were made by the various General Motors divisions. Cadillac increased 278 per cent. over March, 1925; Buick, 103 per cent.; Oldsmobile, 38 per cent., and Chevrolet, 30 per cent., while combined Oakland-Pontiac sales were 300 per cent. greater than Oakland alone last year.

For the first quarter Cadillac's gain was 142 per cent.; Buick, 85 per cent.; Chevrolet, 55 per cent.; Oldsmobile, 50 per cent., and Oakland-Pontiac, 48 per cent. over the first quarter of 1925.

Other notable gains were made by Hudson-Essex, with an increase of 86 per cent. for March and 41 per cent. for the quarter. Nash-Ajax increased 95 per cent. in March and 92 per cent. during the quarter, over Nash alone last year. Jordan's March gain was 55 per cent.; Hupp, 41 per cent.; Dodge, 41 per cent., and Peerless, 328 per cent. Comparisons for the first quarter show an increase of 56 per cent. for Jordan; 25 per cent. for Hupp; 48 per cent. for Dodge, and 166 per cent. for Peerless over the similar period last year.

While Ford practically doubled his February business in Wayne county, registrations of Ford cars for both March and the first three months were below corresponding periods of 1925.

Following are new car registrations in Wayne county during March, 1926, March, 1925, and February, 1926, with comparisons for the first quarter of this year and last:—

	Mar.	Mar.	Feb.	Year to Date	Year to Date
	1926	1925	1926	1926	1925
Ford	2,757	2,955	1,393	6,268	5,865
Chevrolet	1,003	769	534	1,906	1,226
Hud.-Essex	998	636	463	1,793	1,270
Buick	889	438	463	1,716	926
Dodge	631	447	345	1,245	839
Oakl'd-Pontiac	382	96	282	775	183
Nash-Ajax	336	172	221	719	374
Chrysler	305	361	187	624	688
Studebaker	170	321	101	337	573
Oldsmobile	146	106	77	266	178
Cadillac	125	33	57	220	91
Pierce-Jewett	101	98	67	202	244
Willard-Knight	98	142	67	228	272
Humobile	96	68	46	197	158
Packard	74	101	37	131	173
Star	55	48	27	108	129
Lincoln	34	23	18	64	49
Reo	33	45	13	55	134
Peerless	30	7	10	48	18
Flint	30	70	25	67	165
Jordan	28	18	53	53	24
Rickenbacker	22	41	6	34	84
Totals	8,343	6,895	4,516	16,056	13,673

*Does not include Ajax.
*Does not include Pontiac.

LINKS PROSPERITY WITH MOTOR CARS

Buick Official Outlines Progress of Auto Industry

FLINT, Mich., April 10.—"Two million dollars' worth of automobiles were sold last year to persons who never owned cars before," Emerson J. Poag, director of market research for the Buick Motor Company, declared in a speech before the Flint Transportation Club.

"This shows that the real income of the average man is increased and that general prosperity prevails throughout the country," he added.

The important part that transportation has played over a period of the last 100 years in the change of population was outlined by Mr. Poag. Today 47 per cent. of the people live on farms and 53 per cent. in cities. In 1880 80 per cent. lived on farms and but 20 per cent. in cities, he said.

"In 1800 to 1865 modes of transportation were rather crude. Rich and poor alike had to trade at the store at the four corners. Then came railroads and the rich people having discriminating tastes went to the cities to purchase commodities," he declared.

"Along came 1900 with about 150 automobiles in existence and 1920 with millions. We find this great increase because big men had the initiative to go into the automobile business. At present there are about twenty companies doing 90 per cent. of the business.

"With great quantities of cars, farmers drive to town and the city man drives into the country so that the whole social fabric of the country has been woven into a harmonious nature. The changes that have taken place have been for the good of the people.

"The automobile 'saturation point' is far off because of the great demand for cars in the United States and because of the big undeveloped foreign fields," he declared.

LEWIS, REGIONAL MANAGER OF FLINT IN BOSTON

Flint, Mich., April 10.—R. H. Mulch, vice-president and general manager of the Flint Motor Company announces the appointment of Otto E. Lewis as regional manager in the Boston territory. He will make his headquarters in Boston.

Mr. Lewis is a veteran of the industry and has been for many years associated with other well known companies.

Peerless Director



CHARLES A. TUCKER

Charles A. Tucker, general sales manager, was elected to the board of directors of the Peerless Motor Car Corporation at its meeting Tuesday. Another member elected was Charles H. Larson of the Cutting-Larson Co., New York city distributor. The elections were announced several days ago in the Automotive Daily News.

Mr. Tucker joined Peerless last year. Previously he had served as sales manager of the Olds motor works when Edward Ver Linden, now president of the Peerless Company, was president of Olds.

Officers will be elected by the directors.

JORDAN LEADS DRIVE FOR HOSPITAL FUNDS

Cleveland, April 10.—Edward S. Jordan, president of the Jordan Motor Car Company and one of the most picturesque figures in the automotive industry, this week abandoned temporarily the business of manufacturing and selling automobiles to lead a local drive to raise \$1,500,000 for a local charity hospital.

One of the leaders in the drive is Joseph B. Alexander, vice-president in charge of motor coach operation for the Cleveland Railway Company.

DEFIES SNOW

Lansing, Mich., April 10.—A midwinter trip from Toronto, Ontario, to Vancouver, B. C., by automobile, made via the Rio Grande River, was the route selected by Reginald Key of Toronto to defeat the snow blocked mountain roads of the North. He traveled 6,702 miles in his Oldsmobile coach without the change of a tire.

States Use Gasoline Tax Funds for Many Purposes

(Continued from Page One)

036 collected from the motorists of Maryland. The city of Washington receives the full amount of the tax collected in the District of Columbia, a total of \$889,598.

No tax was assessed in Illinois, Massachusetts, New Jersey and New York. The \$146,028,940 col-

lected in the remaining states was derived from the taxation on the sale of 6,457,783,284 gallons of gasoline from which it appears that the average rate is 2.26 cents per gallon.

The average consumption per motor vehicle was about 430 gallons. In the forty-four states in which the tax was levied the average amount paid by the motor vehicle operator was \$9.22.

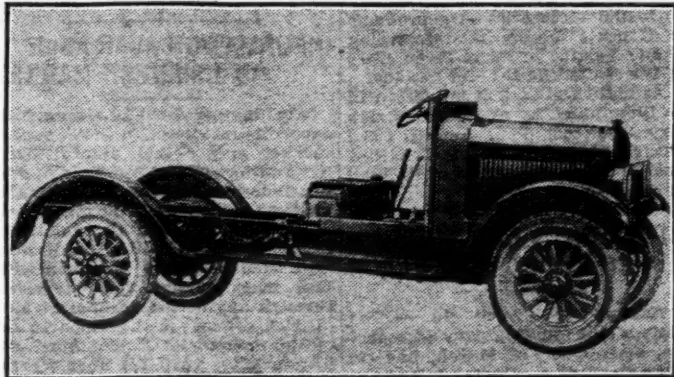
California, with a 2-cent tax, leads all the states, with a total of nearly \$15,000,000, or twice the amount collected in Florida, which has a 4-cent rate. These figures appear significant on account of the intense rivalry between the two states.

FIVE AUTOS DESTROYED

Altoona, Pa., April 10.—Fire completely destroyed the garage belonging to George H. Mosser in East Freedom, near here. Five automobiles and a motorcycle were burned. Mr. Mosser's loss is estimated at \$10,000, and there is \$6,500 insurance.

	Total Tax Earnings on Fuel for Motor Vehicles	State Highways	Local Roads	For Other Purposes
Alabama	\$2,140,802	\$427,976	\$2,121,341	
Arizona	855,951	1,367,360	427,975	
Arkansas	2,950,260	7,229,248	1,593,009	
California	14,956,789	7,229,248	7,229,245	\$490,900
Colorado	1,960,946	980,473	980,473	
Connecticut	1,908,809	1,908,809		
Delaware	342,081	342,081		
Florida	5,549,978	2,101,529	2,101,529	
Georgia	4,418,324	1,641,241	1,386,688	1,386,688
Idaho	895,443	895,443		
Indiana	7,653,049	5,200,637	2,439,976	
Iowa	3,505,115	1,151,144	2,303,289	46,162
Kansas	2,995,194	2,995,194		
Kentucky	3,041,560	3,041,560		
Louisiana	2,329,543	2,329,543		
Maine	1,268,348	1,268,348		
Maryland	1,977,036	1,977,036		394,907
Michigan	8,236,078	6,694,720	1,500,000	
Minnesota	3,863,940	3,863,940		
Mississippi	2,494,374	1,224,976	1,269,716	
Missouri	4,159,115	4,135,686		
Montana	674,710	181,297	371,090	202,413
Nebraska	2,192,802	2,188,829		
Nevada	318,705	159,353	159,352	
New Hampshire	707,072	707,072		
New Mexico	527,356	510,488		
North Carolina	6,082,378	6,082,378		
North Dakota	624,416	224,095		410,321
Ohio	9,009,950	4,064,478	2,252,487	2,702,985
Oklahoma	6,143,517	3,351,898	1,791,619	
Oregon	2,909,095	2,902,584		
Pennsylvania	8,352,798	3,126,819	2,105,917	3,100,052
Rhode Island	318,357	318,357		
South Carolina	3,865,493	2,186,152	1,512,889	166,362
South Dakota	1,847,598	1,847,598		
Tennessee	3,407,886	3,385,118		
Texas	4,641,784	3,481,338		1,150,446
Utah	1,064,004	1,060,254		
Vermont	502,272	502,272		
Virginia	3,701,951	2,464,231	1,232,116	
Washington	3,020,812	3,020,812		
West Virginia	2,186,739	2,179,239		
Wisconsin	4,031,676	4,021,676		
Wyoming	456,297	456,069		
District of Columbia	889,598			889,598
Totals	\$146,028,940	\$102,065,216	\$32,721,704	\$11,024,627

Changes in Reo Speed Wagon



Lansing, Mich., April 10.—The Reo Motor Car Company announces extensive improvements in its Model F 1½-ton speed wagon chassis and bodies. The wheelbase has been increased to 130 inches and an all metal cowl with ventilator, dash and metal panel with instruments is now included in the present chassis standard equipment.

The Stewart vacuum system is now used instead of the gravity feed and the new 19-gallon gas tank is supported in a metal cradle attached to the chassis frame beneath the driver's seat.

A new cab with a large single panel adjustable windshield, large doors with movable glass windows, two comfortable seat cushions and a back tilted seat back rest is being provided. The predominating characteristic of this new cab is comfort, Reo officials claim. Body construction has also been improved, all body combinations being lowered from 1½ to 2¼ inches nearer to the ground.

The following new chassis prices are in effect:—

F 1½-ton speed-wagon chassis (4 cylinder motor), \$1,090 list; F 1½-ton speed-wagon chassis (6 cylinder motor), \$1,240 list.

ALUMINUM CO. EXPERT ADDRESSES ENGINEERS

Special from A. D. N. Detroit Bureau
Detroit, April 10.—Dr. Zay Jeffries, Aluminum Company of America, addressed the joint assembly of the Detroit Engineering Society and the American Society for Steel Treating last evening. His subject covered Engineering and Science in the Metal Industry. The meeting was held on the fifteenth floor of the General Motors Building.

Every 2¼ seconds, somewhere in the world, some one buys a Dunlop Tire.

RAIL MOVEMENTS CONTINUE HEAVY

Reports Indicate Michigan Industries Busy

Special from A. D. N. Detroit Bureau

DETROIT, April 10.—Pere Marquette traffic reports show that Michigan industries are entering the second quarter of the year with indications of a continuation of the unprecedented activity that has characterized their operation for several months past.

In Detroit, where the automotive industry is so largely localized, production schedules are being maintained at the highest point in the history of the industry, and with no sign of a let-up.

While general activity, especially in building and general construction, is noteworthy, the automotive industry must be credited with a very large portion of the increases that are reported from strategic points all over the territory.

Specifically, the Detroit district for the first week in April shows a 56 per cent. greater forward movement and a 30 per cent. higher received movement than for the same period a year ago. Grand Rapids forward movements are down 5 per cent., but received are up 16 per cent., and Saginaw, which has not been making very rosy reports lately, now shows a 17 per cent. better outboard and a 16 per cent. better inbound than she did a year ago at this time. Motors and accessories are moving freely from Muskegon, where one of the Continental Motors plants is operating, with iron, steel and lumber moving rather freely into and out of the Saginaw district.

As for the gateways, Buffalo continues to reflect the beneficial effect of the clearing up of the anthracite situation. Her west-bound freights are 52 per cent. more than they were the first week in April, 1925. Toledo shows up 22 per cent. better, though commercial coal sales, usually a strong factor in Toledo freights, are reported to be comparatively inactive. This makes it look as if the public had learned to cut down somehow on its commercial coal consumption and this ought to carry a suggestion to miners and operators respecting the bad business of fighting and expecting the public to pay the bill for the fight.

At Chicago, gateway movements are slightly better than they were in 1925 at this time, and a curious condition obtains in the shipments being made across Lake Michigan. Despite weather conditions that have been more than usually adverse, trans-lake movements are 18 per cent. better in the aggregate than they were a year ago.

BLIZZARD HURTS TRADE IN MID-WEST STATES

Rockford, Ill., April 10.—The pre-Easter blizzard which swept the Middle West brought about a sharp slump here in automobile buying. Dealers throughout northern Illinois and southern Wisconsin report that they experienced the dulllest week of the entire year.

The majority of the dealers are overstocked at this time with used cars. Few dealers have been able to warehouse new cars in anticipation of a spring rush, as factories have been disposing of their daily outputs in other sections of the country. Local dealers express the belief that a heavy spring buying period will quickly deplete their new car stocks, and they will be unable to get cars from the factories to take care of their immediate needs.

\$40,000 HOME PLANNED

Rugby, N. D., April 10.—Construction of a \$40,000 fireproof garage as a new home for the Grönvold Motor Company of this city is planned for this spring. The company is the Ford dealer for Rugby and surrounding territory.

Get ALL the Ford Relining Profits

Linerkwick, the new, patented brake and transmission lining can be installed in 60 seconds—without any dismantling or removal of bands, at half the cost.

No one wants to wait for relining. They'll come to you because they won't have to wait.

Here's a chance to make this summer the most profitable you ever had.

Get busy! Write for particulars, sales plan, discounts and letters from distributors making from \$25 to \$100 a week extra with Linerkwick. No obligation.

Steelback Specialties Corp.
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in your town!

You may send me free information concerning Linerkwick, the Ford brake and transmission lining that can be inserted in 60 seconds. I am under no obligation.

Name.....

Address.....

Activities in the Passenger Car Field

Many Cash Sales In Salt Lake City Shown in Reports

Salt Lake City, April 10.—During the week ended April 3 the automobile department at the state Capitol showed 384 new passenger cars registered. Fords lead with 110; Chevrolets come next with 48, and Dodge third with 42.

In all twenty-nine different makes of cars were represented during the week. There was a rather liberal sprinkling of cash sales in light, medium and heavy weight cars. From the standpoint of population business was a bit better in Salt Lake City than in the country.

There are still too many used cars on the market and in an effort to relieve the situation several open-air markets are being established. The trend is toward making these markets more attractive.

In spite of the flood of used cars on the market there are firms that have no complaints to make regarding their reporting their stocks lower than normal for the season. This seems to be the case throughout the state, and may be explained by saying that not long since certain firms made a serious study of their used-car problems and took special pains to decrease stocks.

Speaking of the used-car situation, Melvin R. Ballard, general manager of the Covey-Ballard Motor Company, Nash distributor, said: "Our used-car situation is better than it was a year ago. We regard it as quite satisfactory."

Manager De Graff of the Certified Public Used-Car Market, said business was not quite as brisk as a year ago, and was about as good as February last. At the T. W. Naylor Company, Studebaker distributor, it was stated that about everything selling originally around \$1,500 goes satisfactorily as a used car. If the make is well known. Even open cars of this class were in demand.

March Sales in S. F. Reported Best Yet

San Francisco, April 10 (U. T. P. S.).—March sales of used cars here were the best in the history of the local industry. All dealers interviewed reported substantial increases over February sales and a better corresponding month than 1925. Open cars sold along with closed cars and terms were not extended to swell the volume.

Good weather contributed more to the increased sale of open cars than any other factor, dealers declared.

The used car department of the J. W. Leavitt Company, Peerless and Oldsmobile dealer, had its best month in four years. There were eighty-three cars sold, as compared with thirty-seven in February. Most sales were on terms, one-third down and the balance in twelve months. Good values contributed to the majority of sales. The values were established by close appraisal of turned-in cars, no exceptions being made in order to make a new car sale. All cars of makes sold by the company are guaranteed.

The Western Motors Company, Willis-Sta. Claire, Oakland and Pontiac dealer, sold fifty used cars in March. Most sales were on terms, and open cars sold well, due to sharp cuts in appraised values.

The Flint Motor Company's factory branch sold twenty-three cars in March, as against seventeen cars in February. Most of them were for cash. The reason given for the large number of cash sales is the fact that the buying public is coming to believe that substantial savings can be made over the usual term-carrying charges. Credit terms have been held tight.

The Chester N. Weaver Company, Studebaker distributor, sold more cars in March. The stability of the firm and the confidence created in the used cars for sale had much to do with the fine business enjoyed, according to J. W. Jacks, used car sales manager. The Weaver company had a surprisingly large number of cash sales and found that open cars sold better than for several months.

AUBURN DISTRIBUTOR

Baltimore, April 10.—Raymond Thompson, Inc., has just secured the franchise from the Auburn Automobile Company for the distribution of Auburn motor cars in the Baltimore territory. This organization is one of the oldest and best known automobile distributors in the state of Maryland, and will handle distribution for the entire state.

WILLIAMS OF MARMON CO. OFF FOR WESTERN TOUR

Indianapolis, April 10.—G. M. Williams, president of the Marmon Motor Car Company, has left Indianapolis for an extended trip through the West, where he will confer with Marmon dealers and business executives. His route will take him to Los Angeles, San Francisco, Portland, Seattle, Spokane, Billings, Mont., Denver and Chicago.

This is Mr. Williams's second journey to the Pacific coast since he assumed the presidency of the Indianapolis factory, and is in keeping with his policy to obtain first hand information of business conditions throughout the country. His first stop will be at Los Angeles, where he will visit the Pelton Motor Company, Marmon distributor.

New Dealers

OAKLAND-PONTIAC

Pontiac, Mich., April 10.—Oakland-Pontiac dealers which came in during February are announced by the Oakland Motor Car Company as follows:—

Supervisor Garage Company, Perth Amboy, N. J.; C. Gustafson & Son, Thief River Falls, Minn.; Soo Motor Inn, Minneapolis; Auto Supply Store, Montevideo, Minn.; Dorchester Wicks Motor Company, Dorchester, Mass.; Putnam & Suket, Hyde Park, Mass.; E. J. Olson, Boyne City, Mich.; Hudgens-Schmidt Motor Company, Salina, Kan.; Carrington Oil Company, Carrington, N. D.; H. M. & Morris, Elizabeth, Pa.; Hanauer Garage, Albany, Minn.; Claremont Auto Company, Claremont, S. D.; Anderson Brothers, Alvarado, Minn.; Standard Garage, Montpelier, O.; A. E. Kvam, Glenwood, Minn.; Kelley Motor Company, Buckhannon, W. Va.; Wilcox & Chealey, Mankato, Minn.; Hunsaker Motor Sales, Fairmont, W. Va.; W. E. Stone, Tulare, Cal.; Brandstetter Motor Sales, Nashville, Mich.; Sands Motor Company, Cleveland, O.; N. C. Wartenberg, Saginaw, Mich.; Wahl Sales, Saginaw, Mich.; Horna Garage, Ricknell, Ind.; Goddard Motor Sales, Lawrenceville, Ill.; Monogue & Young, Milton Junction, Wis.; Baldwin Motor Company, Fairhope, Ala.; Burke Motor Company, Tuscola, Texas; Rochester Motor Sales, Rochester, Mich.; Boat & Weeks, Napoleon, O.; Bahls Brothers, Cottage Grove, Minn.; L. G. Graff & Co., Fremont, Mich.; The Auto Shop, Farmington, Mich.; Brighton Motor Sales, Brighton, Mich.; Reagan Motors, Minden, La.

George D. Heubler, Ypsilanti, Mich.; Sotham Motor Company, Cumberland, Ia.; W. G. White Company, Chelsea, Mich.; Bellenger Garage, Newburgh, N. Y.; Bogren & Robinson Company, Petoskey, Mich.; White Motor Sales, Adrian, Mich.; Wedgewood Auto Company, Inc., Welch, W. Va.; Cadillac Sales Company, Greenville, S. C.; O. B. Ophim Sales Company, Eau Claire, Wis.; Larsen Garage, Aptos, Cal.; The Howell Motor Company, Lima, O.; Hodge Motor Sales Company, Carmi, Ill.; Best Brothers & Aber, McConnellsville, O.; C. R. Heck, North Lima, O.; Magruder Motor Company, Inc., Glasgow, Mont.; Todd Bower Motor Company, Logan, W. Va.; Franconia Motor Company, Worcester, Mass.

Flaxville Hardware Company, Flaxville, Mont.; Horie Motor Company, Oklahoma City, Okla.; Gamble Motor Company, Emporia, Kan.; George T. Ames, Derby Line, Vt.; John D. Miller, Bellingham, Wash.; R. C. Schell, Beadstown, Ill.; Stanley's Garage, Norridge, Mo.; Suffolk Garage, Suffolk, O.; Walter H. Schultz Garage, Trenton, N. J.; Charles D. Anderson, Crosswicks, N. J.; W. J. Paddison, Glen Cove, N. Y.; Seward Chevrolet Company, Seward, Neb.; Andrews Motor Company, Council Bluffs, Ia.; Princeton Motor Company, Inc., Princeton, W. Va.; Holmen's Garage, Portsmouth, N. H.; Long Motor Company, Ravenna, O.; Colonial Garage, Akron, O.

MORE SPACE LEASED

Memphis, Tenn., April 10.—The Harter B. Hull Company, local Dodge distributor, recently leased space for three branch dealerships here, and each has been equipped as a Dodge showroom and sales office.

IN AND OUT EASILY. The extra wide doors and right placement of seats are features of the new Paige brougham model, which was recently announced in the Automotive Daily News. Entrance to the rear seat is possible without bothering passengers in the front seats.



Motive Market in Texas Favorable

Dallas, Tex., April 10 (U. T. P. S.).—Texas is now one of the best markets for automobiles in the nation, and is destined to be the best, according to Arthur R. Mogge, merchandising expert of the Automotive Equipment Association of Chicago, who has been touring the state with several other high-powered sales executives sent out on an educational campaign.

Mr. Mogge declared Texas stood at the top of the column in percentage of increased sales made for automobiles last year and indications are that the state would top the list again this year.

"Up in the North and East we hear that 'no crop' talk when business in Texas is brought up," he said. "But down here we find the people are going right along buying automobiles of every make. We study the figures and find Texas heads the list in the increased percentage column, and when we get on the ground we find out why."

"Texas is building lots of good roads. She has thousands of miles already constructed and thousands of miles more under construction. Good automobile markets always follow the building of good roads. That means the automobile business should be good in Texas for years to come."

"And not only will the sale of automobiles continue to grow in Texas, but other lines, such as equipment, parts and accessories, will show increased activities."

USED CAR DEPT. MOVED

Rockford, Ill., April 10.—The Luhman-Jeanmairet Company, local Nash and Ajax distributor, has moved its used car department to 315 South Church St.

N. W. CHEVROLET SALES NOW AT HIGH LEVEL

Oakland, Cal., April 10.—W. R. Richmond, sales manager of the Portland zone of the Chevrolet Motor Company, is here for a sales conference with F. N. Coats, regional sales manager for Chevrolet on the Pacific Coast.

Richmond's efforts will be directed toward the securing of more cars for his dealers. This is the greatest selling spring the Pacific Northwest has ever known, according to the zone official. The Spokane Chevrolet dealer unloaded and delivered three solid trainloads of automobiles during March.

DEALER REPORTS GOOD RESULTS FROM AUTO SHOW

Waterbury, Conn., April 10.—Spring moving in the automobile business has started, according to H. I. Smith of the H. I. Smith Motor Company, distributor of Willys-Knight and Overland cars. The fine weather has resulted in an extraordinary movement of cars with the result that the automobile stock rooms are continually filling and emptying.

He reports unusual results from the Torrington automobile show of two weeks ago, both in the interest aroused by the display and the number of sales recorded.

for Economical Transportation



The roll of Chevrolet dealers bears one thousand more names than a year ago—a natural result of Chevrolet's sensational increase in public acceptance.

Touring - -	\$510	Sedan - - - -	\$735
Roadster - -	\$510	Landau - - - -	\$765
Coupe - - -	\$645	½ Ton Truck -	\$395
Coach - - -	\$645	(Chassis Only)	
		1 Ton Truck - -	\$550
		(Chassis Only)	

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

With Tire, Truck and Auto Bus Trades

Tire Movement Improves In Philadelphia Dist.

PHILADELPHIA, April 10.—General conditions are improving rapidly in the tire business throughout this territory. Concerns handling both balloon and high pressure types state that the preference at this time is for balloons.

But practically all kinds of tires, including solids, are selling well and have been for the last ten-day period, dealers say. Warehouses report that stocks are turning at a good rate and that with good weather conditions prevailing, the movement should be considerably above normal.

The Norwalk Tire and Rubber Company reports business very good, with a decided turn for the better within the last week or ten days.

The Overman Cushion Tire Company, Inc., gives a most encouraging account of its sales the past week and asserts that there is notable improvement in business.

The Seiberling Rubber Company's report for the week is: "Sales very fair, with balloons outselling high-pressure tires."

Baltimore Dealers Say Sales Still Lagging

Baltimore, April 10.—Although several large dealers in tires here are reporting large sales, there are several who say frankly that movement of their stocks is not as rapid as they had hoped.

The dealers still are looking forward to the next month to start the heavy seasonal buying. They believe that the period of spring overhauling will jump sales considerably, and it is hoped that the weather will become sufficiently warm to start this expected business.

March Good Month for San Antonio Dealers

San Antonio, April 10.—Sales on tires and tubes have shown a great improvement during the past month, as is evidenced by the reports of various dealers. During the latter part of February there was a short dull period, but this was more than recovered during the month of March.

The Hicks Rubber Company, dealer in Dayton tires, reports a volume three times that of last year for the month of March. According to L. B. Marshall, manager, the last day of March was the largest in the history of the firm, more than \$1,800 in tires and tubes being sold on that day.

"There is a steady increase in balloon tires," Mr. Marshall stated. "While there is still a demand for high-pressure tires, this is gradually being replaced by the sale of balloons. Our sales show a constant increase in the demand for the latter and what trade-ins we have are for balloons."

Fred Hagner, proprietor of the Hagner Tire and Battery Company, dealer in General tires, reports similar prosperity. He states that his sales have increased and that the March sales have exceeded all other months thus far. The trade-in plan recently inaugurated by the General Tire and Rubber Company is meeting with great success and is doing much to stimulate business, according to Mr. Hagner.

The sale of tires of other makes are enjoying similar prosperity. Goodrich, Firestone, Goodyear and other dealerships all report the outlook very good for increased tire sales. The crop outlook has resulted in an optimistic outlook over business, and sales have responded accordingly. Rain has been plentiful, the feed crop is assured. Farmers are diversifying their crops, thus increasing their value. The wool crop has been heavy and demands a good price. All of these points are reflected in business conditions.

NEW GOODRICH MANAGER

Seattle, April 10.—H. M. Bacon, newly appointed Pacific Coast manager of the Goodrich Rubber Company, has arrived here from the East. He is here conferring with local Goodrich dealers and will form a connection between the Western branches and the factory at Akron. He will make his headquarters in San Francisco.

TIRE SERVICE BRANCH

Eaton, O., April 10.—The Eaton Tire Service Company has opened its eleventh service branch at Eldorado. The Eaton concern has headquarters in Eaton, has two branches at Greenville and one each at Germantown, Camden, West Alexandria, Oxford, New Paris, College Corner and Eldorado.

Bus Activities

NEW BUSES BOUGHT

Huntington, W. Va., April 10.—The Ohio Valley Bus Company, subsidiary of the Ohio Valley Electric Railway Company, which purchased the operative rights of the Westova Bus Company some time ago, has announced the purchase of four new buses with which to resume operations of the lines in the city and between Huntington and Ironton, O.

OREGON STAGES REPORT

Salem, Ore., April 10 (U. T. P. S.).—The annual report of the Oregon Stages Company, having headquarters in Portland, filed with the state Public Service Commission, shows an operating revenue of \$155,716.21 for 1925, operating expenses of \$143,791.04, and operating income of \$8,328.10.

LINE EXTENDED

Waco, Tex., April 10.—Extension of the Waco-Rockdale bus line to Bryan, Tex., has been announced. This gives direct bus connections between Waco and Houston, more than 200 miles away, and between Waco and Giddings, 300 miles away.

MAJORITY STOCK BOUGHT

Seattle, April 10.—Majority stock and control of the Wolverton Auto Bus Company of Port Angeles has been purchased by the Washington Motor Coach Company, Inc., of which C. B. Fitzgerald is president and R. T. Whiting, general manager. Headquarters of the company are in Seattle. Clay Wolverton, former owner, retains some stock, but retires from active participation in company affairs.

PASSENGERS INCREASE

Tucson, Ariz., April 10 (U. T. P. S.).—An increase of daily passengers from 250 on November 24, 1925, the opening day, to 600 at the present time, has just been reported as the record of the auto-bus line of the Tucson Rapid Transit Company, which operates the electric cars of this city. The highest single day's record was 950 passengers.

PERMIT GRANTED

Trenton, N. J., April 10.—The Public Utilities Commissioners have granted permission to the Burlington County Transit Company to operate five auto buses between Burlington and Moorestown in place of trolley cars, and the Morris County Traction Company to operate five buses between Elizabeth and Springfield, N. J., in place of trolley cars.

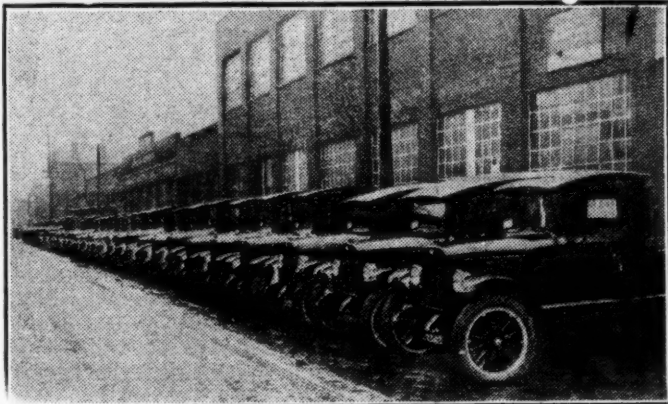
GRAHAM BUSES ADDED

Evansville, Ind., April 10.—Six new Graham twenty-six passenger motor buses have been placed in service here by the Southern Indiana Gas and Electric Company to supplement city trolley car service. The buses will operate on regular route schedule over city streets and suburban sections not traversed by the trolley lines.

GOODYEAR FILES SUIT

Baltimore, April 10 (U. T. P. S.).—The Goodyear Rubber and Tire Company of Akron, O., has filed suit in Federal Court here against Thomas E. Robertson of Montgomery county, Md., county tax commissioner, to settle litigation concerning the registration of the company's trademark.

BEFORE THE PARADE. Sixty trucks of the International Harvester Company were delivered recently by the Buffalo distributing office. Before being turned over to the owners they were driven through the streets of the city preceded by a band. Motion pictures of the event were taken.



STATE OF WASHINGTON BUYS 22 FORD TRUCKS

Olympia, Wash., April 10.—Purchase of twenty-two trucks, sixteen to be equipped with dump bodies and six with chassis only, has just been completed by the state purchasing department. The trucks, which are for use by the state highway department, were purchased from the Ford Motor Company at a total cost of \$18,996.16.

The trucks will be delivered by fifteen different dealers throughout the state. The bodies are to be furnished by the Northwest Appliances, Inc., of Seattle. The trucks are to be equipped with auxiliary transmission, contracts for which are equally divided between the Northwest Appliances of Seattle and the Hudler Motor Company of Everett.

FRENCH GOVERNMENT MAY BUY SPECIAL TRACTORS

Milwaukee, April 10.—Negotiations are reported to be in progress between the French government and the Eau Claire Equipment Company of Eau Claire, Wis., for specially constructed tractors with which to undertake a journey through the Arctic ice fields. A report of the pending deal was received in Milwaukee from New York.

The tractors, it was said, would be used for the proposed trip of exploration planned by the French government into polar regions. They would be of the same type as is now used extensively in the north woods for logging operations. It was said by F. J. Lowe, formerly sales representative of the Wisconsin firm. They are capable of making an approximate speed of twelve miles an hour over rough snow and ice, such as would be encountered on the proposed exploration venture. They use oil as fuel, and weigh fifteen tons each.

HARTFORD DEALERS FIND TIRE SALES STILL SLOW

Hartford, Conn., April 10.—While there is some improvement in the tire situation there is much room for betterment. New tire dealers are now stressing the "trade in your old tires" feature and the results are fair. Contrary to expectations the new business has not come along in the manner expected by this time.

William J. Langdon, secretary of the Universal Auto Company, one of the largest establishments in the city, says: "What we really need is a week of hot weather. Owners are not paying much attention to tires at the present time. We look for a change, however, any day."

Canada Goodyear Sales Increase 95%

Montreal, April 10.—In a special letter to shareholders C. H. Carlisle, vice-president and general manager of the Goodyear Tire and Rubber Company of Canada, draws attention to the fact that the company has experienced a substantial increase in business during the first five months of the company's current fiscal year.

Dollar value of sales for the period was 95 per cent. greater than in the corresponding period of the previous year, and if this record is maintained throughout the balance of the fiscal year, the record for 1926, when net earnings aggregated \$2,500,000, will be surpassed.

Both plants of the company are running night and day and this condition should exist throughout the fiscal year. Daily tire production capacity was increased from 5,700 in October, 1925, to 7,000 on March 21 of this year, and tube production from 8,000 in October, 1925, to between 9,000 and 10,000 as of March 21 of this year, without addition to present buildings.

HOOD RUBBER TO HAVE BRANCH IN OMAHA

Omaha, April 10 (U. T. P. S.).—The Hood Rubber Products Company has leased space here for a distributing branch for the territory comprising the two Western tiers of counties in Iowa, all of Nebraska and all of South Dakota.

The company will occupy 20,000 square feet in the Means Building, which is on trackage and has loading dock facilities. J. A. Powers, assistant branch manager at Chicago, will come to Omaha as manager of the tire department, and A. J. Wylie, manager of the Hood branch at Des Moines, will come as manager of the rubber footwear department. In office and stockroom the branch will employ ten to fourteen persons to start with, and twelve to fifteen salesmen will cover the Omaha territory.

BUS TIRE ORDER

Charlotte, N. C., April 10.—For the third successive year the Casper Motor Line Bus Company of Casper, Wyo., operating a large fleet of White motor buses, using heavy duty tires, has decided on McClaren Autocrats.

TRUCK BRANCH IN OREGON

Medford, Ore., April 10 (U. T. P. S.).—The southern Oregon branch distributorship for G. M. C. trucks and Yellow cabs, under the management of Wentworth & Irwin of Portland, has been established here with J. L. Schetky in charge. Included in the territory of which Medford will be the center are Roseburg, Coos Bay cities, Grants Pass, Ashland and Klamath Falls.

Trucks and Buses Find Good Markets In St. Louis District

St. Louis, April 10.—While enthusiastic optimists know no bounds for their predictions, even the most pessimistic of dealers are agreed here that the outlook is bright and conditions are healthy in the truck field.

In addition to the regular commercial vehicle demand of merchants, an enormous building program, which St. Louis is experiencing, together with much street and road work in progress, combine to bring about a very favorable situation for truck sales.

"March was certainly a banner month for Dodge and Graham Brothers trucks in St. Louis," declared Auditor E. H. Reuter. "During March we sold fifty-nine Dodge trucks and thirty-two Graham trucks. Our sales for February were twenty-nine Dodge and seven Graham trucks; in January it was twenty-nine Dodge and eight Graham trucks."

"April will be an even better month, according to all indications. The first three months of 1926 showed an improvement of approximately 150 per cent. over the corresponding period of last year, and we will be disappointed if that record is not bettered by at least 20 per cent. this month."

An exceptional demand for heavy trucks from building material men is reported by John Grice, sales manager of the White Company here. Several new fields for the use of trucks which have come to his attention also helped to boost the total sales for the first quarter of the year, Mr. Grice said.

"We had more than 10 per cent. increase in sales during the early months of 1926 over the first quarter of 1925," he said. "Our sales from the first of the year and up to April 1 were 114 trucks, as compared with 101 for the same length of time in 1925. We expect a steady increase again during the second quarter because of the healthy condition of the market here."

Sales of fifty General Motors trucks during the first quarter of the year just closed are reported by A. S. Johnson, sales manager in St. Louis. Conditions have been steady, he finds, and an increased demand may be looked for during the next few months as the resumption of road work necessitates the use of more of the heavier type of trucks.

Oil Production Slump Fails to Retard Sales

Los Angeles, April 10.—Both the sale of trucks and buses continues lucrative despite the slump in certain branches of industry. Oil production is almost at a standstill in southern California fields and oil companies are struggling along with old equipment, but such a condition cannot last.

While many of the largest as well as innumerable small bus operators are consolidating, it does not seem to be affecting the sale of bus chassis and complete buses. On the contrary, the bus industry on the Coast is thriving under the situation.

Almost every bus consolidation results in a policy of consistent buying of new equipment. Likewise, many lines consolidated are non-conflicting, and only serve to give a bigger field, in which the bus operator can work, thus enlarging the demand for buses.

Many bus lines traveling through rural territory last year are now serving small villages and towns that have been built up during that time, many having no other transportation system than that given by the buses.

One city, Huntington Park, a town of 20,000, is now served by 150 buses a day, where a year ago it had about sixty or so. This is typical of all southern California.

Several of the larger operators of urban bus lines are no longer in the market for bus bodies, but buy chassis and build the bodies to suit their peculiar requirements.

The Mack-International Motor Truck Corporation branch factory reports a material increase in sales as compared with this time last year, as does the White Company, both of which have found it necessary to increase the size of their factory branches within the last few months.

The Moreland Truck Corporation of Burbank, Cal., reports that their new fast-delivery truck, known as the road-runner, has been well received by truck users and is selling well, as is the rest of their line.

YAKIMA HAS BUSES

Seattle, April 10.—The Yakima Valley Transportation Company, operating street cars in Yakima, has followed the lead of Walla Walla and added motor bus service in conjunction with the electric.

News of the Accessories and Parts Field

Increased Used Car Sales Expected to Spur Accessories

Boston, April 10 (U. T. P. S.).—While the advent of April did not feature the feverish activity in accessory stores that was the case with tire dealers and with dealers in new and used cars, last week was a very satisfactory one for accessory retailers and for salesmen representing distributors and factories.

Heavy sales of used cars about April 1 are bound to result in additional business for the accessory stores in the immediate future. Last week was a good battery week, and dealers report that the increase in automobile battery sales more than made up for the decrease in radio-battery sales.

Next to batteries, spark plugs were the high liners in point of sales. Several enterprising accessory stores have added fishing outfits to their stock and this has proved a good sales stunt for many motorists are now preparing for their spring pilgrimage to the trout brooks of New England.

Camping outfits are to be seen in the windows of some accessory stores and department stores are featuring motorists' camping outfits but no one seems to get much action on this line at this early date.

Wrenches, various implements for removing and putting on tires, small jacks, metal polish, bumpers, seat coverings, are among the accessories that have sold well the last week.

City dealers' stocks are heavy, but the dealers in the towns outside of Boston are commencing to stock on spring and summer goods, and the great stream of business that comes to distributors in this city from Maine, New Hampshire and Vermont is just commencing to trickle in, and the salesmen are now working in these three states. A record-breaking summer tourist business is anticipated in New England this year, and scores of new wayside filling stations, with small but varied stocks of accessories, will be opened during the next six weeks through New England.

Motor oil, batteries, and spark plugs are the goods in demand from the towns in the three states north of here at present.

Repair and paint shops are rushed. There is demand for the Collegian bodies for Ford cars; there is also a big demand for self-starters, and Duco finish process is attracting much attention.

Service stations are stocking up for a busy spring. W. C. Sills, Chevrolet distributor for New England, is carrying a stock of parts valued at more than \$300,000, in order to serve the 850 service stations of Chevrolet in New England.

KANSAS CITY

Kansas City, April 10.—An unexpected run on chains featured the accessories business the last week. With almost two feet of snow falling in the last days of March and the first few days of April, motor car owners found it necessary to put on chains or leave the car at home.

The demand for the Stewart-Warner line is increasing in both Kansas City and the territory served by the Stewart-Warner Products Service Station, factory branch here, according to N. W. Seidel, manager. "We are having a big run on the Stewart-Warner bumpers, windshield wipers, Ford Speedometers, etc.," Mr. Seidel said. "Both wholesale and retail sales are increasing."

The Motors Industries Corporation, the Jones Bearing and Parts Company, the General Auto Parts Company and the American Gear Company, all report sales as good on replacement parts. There has been a little falling off this week over the week previous, due to

New Automotive Equipment

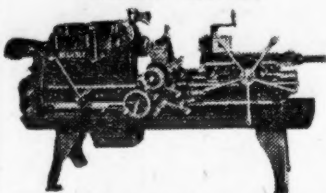
This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

LUBRICATING SPRING COVERS



The Woodworth Specialties Company, Binghamton, N. Y., is marketing a series of lubricating spring covers for all cars. The covers are made of water-and-oilproof material, lined with felt wicking and are held on the springs by lacing the edges together on the underside of the spring. The makers claim that the cover has been designed with the view to making it possible for the dealer or jobber to stock a complete line of sizes with a small investment. Each cover is said to be long enough to reach from the thick part of the spring, where it is clamped, inclosing it entirely, to the thin end as near to the eye as the covers can come. Because of the design of these covers, which permits adjustment to various sizes of springs, it is said that only twenty sizes are required to fit all recent makes of passenger cars, with the

TURRET LATHE



The Gisholt Machine Company, Madison, Wis., is featuring a line of small turret lathes which are said to be built to withstand the demands of modern production. The lathes are built for chuck and bar work, in sizes ranging from one-inch bar capacity with six-inch swing to two and one-half inch capacity, with twenty-one inch swing. The lathes also have a range of adaptability which makes them applicable to a great variety of production. Above is shown a universal geared head turret lathe with power cross-feed and power longitudinal feed to cross-carriage slide; number 4B, two inches by ten inches capacity.

exception of Fords and small Overlands.

The covers range in price from \$2 to \$14 per set.

UNIV. OF CALIFORNIA TESTS AUTO LIGHTS

Berkeley, Cal., April 10.—The University of California is said to be the only college in the United States where automobile lights are tested.

All types of lenses and spot lights are tested here in the automotive laboratory of the mechanics building.

Borg & Beck Buy Moline Plow Plant

Moline, Ill., April 10.—The old printing plant of the Moline Plow Company, 15th Street and 3d Avenue, has been purchased by the Borg & Beck Company and will be occupied by O. R. Norton, Inc., manufacturers of industrial and railroad jacks, a subsidiary concern of the Borg & Beck Company.

The Borg & Beck building at 6th Street and 3d Avenue, has been sold to the Moline Foundry & Machine Company, which has abandoned plans announced last week for the erection of a new plant, and will continue operations in the block occupied by it in recent years.

Borg & Beck are reported to have paid \$100,000 for the Moline Plow building, while their old plant brought \$40,000.

The Norton plant will have about 50,000 square feet floor space and the Moline Foundry plant about 40,000.

Extensive remodeling of the former printing plant is under way, and it will be several weeks before it will be ready for occupancy, although machinery and equipment are arriving for the Norton plant, which, however, will continue its Boston and Canada plants.

weather conditions, but the general conditions are very satisfactory, these dealers say.

The Vulcanizers' Supply Company is having a 100 per cent. increase in sales on vulcanizers' outfits, tools and supplies with the Peake Auto Supply Company and the Kansas City Automobile Supply Company having about a normal business on all kinds of shop equipment.

WITH THE TRADE

SPRING RECONDITIONING

Milwaukee, Wis., April 10.—Two classes of work—spring automobile reconditioning and repair work occasioned by accidents caused by slippery driving conditions—are causing the business of Milwaukee auto repair men and auto parts dealers to be exceptionally good. The spring reconditioning work, according to several repair men interviewed, started earlier this year than is customary, in spite of the tardy advent of spring weather.

VISITS SEATTLE

Seattle, April 10.—M. M. Curtis, who is directing the sales of Watson Stabilators throughout Washington for Harper-Megee, Inc., was a visitor here recently.

SHOCK ABSORBER SALES

Seattle, April 10.—Increased sales of shock absorbers in this state are reported by C. B. Lindeman, manager of Lindeman-Lovejoy Company, distributors for Lovejoy hydraulic absorbers in Washington. This reflects increased new car sales, for the biggest sale of high grade absorbers is to buyers of new cars, he declares.

REPORT GOOD BUSINESS

Detroit, April 10.—Grier-Sutherland Company, one of the largest distributors in the state, whose business is devoted exclusively to garage and shop equipment and battery supplies, has a force of twelve salesmen. Eight of these cover Detroit and four cover regular routes throughout the state.

"All of these men report excellent prospects for a volume spring business," says Graydon Booth, sales manager. "Our March business was about 30 per cent. better than January and February, and we are putting in large stocks of equipment and battery supplies in anticipation of a spring rush."

NEW PLANATOR OFFICES

St. Paul, April 10.—The Planator Gear Shift Company has opened offices at 1623 University Ave., to control the Minnesota, Wisconsin, North and South Dakota and Montana territory. V. H. Fish, formerly of the Omaha branch of the Ford Motor Company, is manager. The Planator is a gear reduction unit for Ford automobiles and trucks.

STAND. SAFETY CORP. HAS NEW FACTORY BRANCH

Seattle, April 10.—The Standard Safety Corporation of Los Angeles, with branches in all leading Western cities, has just opened a factory branch at 1117 East Union St., Seattle, with R. T. Wetherbee in charge. The branch will carry a large stock of bumpers and fender guards, including a wide variety of types and styles.

Besides having many factory branches in the West, the company recently opened in New Orleans, to supply the Southern trade.

ASK TEMPORARY RECEIVER FOR MOTOR AXLE CO.

Flint, Mich., April 10.—A petition has been filed in Circuit Court, here by the directors of the Flint Motor Axle Company asking that a temporary receiver be appointed to wind up the business and utilize the material on hand pending the dissolution of the axle company.

The petition was filed by Fred J. Weiss, Harvey E. Schweitzer and Carl Bonbright, directors, and Mr. Weiss, who has been in charge of the company for twenty-six years and Robert W. Selleck, Flint banker, were named to handle the affairs of the organization from now on.

Equipment Dealers Stage Parts Show

Springfield, Ill., April 10.—The Central Auto Equipment Company of Springfield, Ill., held an automotive trade show in its new building at 10th and Monroe Streets Thursday. Several hundred central Illinois dealers and their mechanical superintendents attended.

The show was under the supervision of Alfred Turner, president of the Central Auto Equipment Company.

Seventy thousand square feet of floor space on the second floor of the new building was set aside for the show.

Forty manufacturers had booths with factory men present to explain their products.

The show was in connection with the educational campaign being conducted by the National Auto Equipment Association, in which retail dealers are being educated to the necessity of carrying enough supplies in stock to properly care for the demands of the trade.

ENTER WHOLESALE FIELD

Neeah, Wis., April 10.—Collipp Vogel & Co., this city, who have conducted a tire business for a number of years, have entered the wholesale and retail field to sell automobile accessories and radio equipment.



By selecting Hayes Wheels as standard equipment Willys-Overland has given concrete expression of its policy to give the public the greatest value for the least expenditure. For Hayes Wheels with attached lug rims represent the most modern wheel developments, measuring up to other motor car advancements by offering these very desirable and exclusive advantages: Elimination of rim squeaks, elimination of torn valve stems, distribution of driving strain, saving of time in tire changes, saving of tire wear, saving of service expense.

"Loose Lugs Are Behind the Times"

HAYES WHEEL COMPANY, Manufacturers, Jackson, Michigan, U. S. A.

HAYES WHEELS

WITH ATTACHED LUG RIMS—STANDARDIZED IN WOOD, WIRE AND DISC

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION.
25 City Hall Place, New York, N. Y.

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

MONDAY, APRIL 12, 1926

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4506.
Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 168 North Michigan Ave., phone Central 5936, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal. 1927 Henry Building, Seattle, Wash. E. T. Burke, 126 Pearl St., Buffalo, N. Y. P. C. East, S. W. corner 15th and Cherry St., Philadelphia, Pa.

Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone Franklin 3906.

Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

SUBSCRIPTION RATES

United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.
Single copies, 10 cents.
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

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Spreading Traffic

SPEAKING of traffic congestion, which is a favorite indoor and outdoor sport these days with automotive men of every degree, the Department of Commerce has recently issued a bulletin on methods of relieving the situation. By far the most hopeful sign seen by the department is the gradual evolution of sub-centers of shopping. This means outlying groups of stores where the housewife or other shopper can find practically the same choice of products that are offered in the larger stores of the congested "downtown" districts of the city.

In these suburban districts parking space is not yet at an excessive premium. The woman shopper can drive to within a short distance of the shops she wants to patronize and be reasonably sure of finding a place to leave her car while she is in the stores. This decentralization of buying has followed automatically the increase in congestion in the traditional shopping centers of the big cities. It would not be surprising to find the "big stores" that are a feature of urban activity, starting branch shops in the suburban areas. We do not predict any such eventuality, but it would not be out of the picture.

Eventually we shall probably have the smaller community absolutely self-contained. The women of the community will be able to do all their shopping on Main Street, at prices that compare favorably with those of the downtown stores.

A Man-Size Infant

WASN'T it Minerva who sprang full-grown and maturely wise from the brain of Jove? At any rate, it was one of those mythological ladies, and the point in question is not the lady, but the idea. The automotive industry has just witnessed a similar case of a company entering the field full grown and ready for business.

This organization is the American Car and Foundry Motors Company, which combines the staff and resources of the Fageol Motors Company, the Hall-Scott Motors Company, and evidently the J. G. Brill Company, which is represented on the official roster by its president, S. M. Curwen. This new man-size infant is starting production of buses in the American Car and Foundry Company's plant in Detroit. Within the next few days production of the big passenger carriers will have reached fifteen a day.

If any one doubted that the bus business was to be a really important factor in the transportation development of America, the entrance of this company on the scale indicated would be enough to dispel the doubts. William H. Woodin, president of the American Car and Foundry Company is chairman of the board of this new automotive unit, and S. C. Sale is president, which gives assurances of big doings ahead.

Ask Them to Buy

IT is quite true that the automotive business no longer is a seasonal one. Motor cars are used winter and summer, fall and spring alike. It is the very odd man who lays up his car for the winter in these days.

Nevertheless, just at this season of the year, when warm days cut in among chilly ones, the call of the road comes to every motor car owner with more than the usual potency. Every car owner is peering daily at the weather reports and thinking how jolly it will be when the next warm day comes to get out for a real spin.

And this is just the state of mind that inclines the automobile owner to buy. Ask 'em to buy now and you will find them in the most receptive mood of the year. One and all they will come into your shops for some item of equipment needed to make the old bus run better than she did last fall. Take the opportunity of suggesting some other item of equipment and you will be surprised at the readiness to buy that you will find.

This is the psychological moment—ask them to buy.

Our Own Automotive Family Album—

The Boyhood Days of Our Industry's Leaders

By Kessler



PAUL W. LITCHFIELD, PRESIDENT OF THE GOODYEAR TIRE AND RUBBER CO., KNEW OF A LOT OF THINGS HE WOULD RATHER DO THAN GO TO WORK IN A BELTING AND PACKING MANUFACTURING PLANT, OF PASSAIC, NEW JERSEY.

MIRRORS OF MOTORDOM

R. E. OLDS PROVED SCOFFERS WRONG

He Combines Genius And Business Ability To Win Success

R. E. Olds is one of the few men who has been able to prove that the neighbors were wrong.

It must have been a good deal of fun to stand around the streets of Lansing and hoot at the young man who was trying to drive a buggy with some fool kind of mechanical contraption, guided by a tiller.

Any one with any sense could tell that there was no use in trying to improve on nature, who

uct of their brains because they combined business ability with inventive genius. So thorough has been Mr. Olds's organizing program and so competent his associates that the plant is now largely operated by those who grew up with him and his responsibilities are minimized.

That is the sort of fairy tale which nearly every American business man dreams about.

The story in this case is a simple one. First, Mr. Olds founded the Olds Motor Works, which was the training school for nearly all the early executives in the business. This was sold. Then he organized the Reo Motor Car Company and nearly all of those who were heads of departments when this company was founded are executives in the plant today.

When one thinks of this inventor and his company, one thinks of solidness and conservatism.

Never speculative, never plunging, his career has been built on giving sound values for the money. In season and out, he has had a good, profitable business, and those who invested with him have had their full share of rewards. When one encounters persons who are skeptical about the stability and balance of the automobile busi-

OHIO MOTORISTS PAY \$13,368,272 IN FEES

Cleveland, April 10.—Ohio motorists paid \$13,368,272.97 in license fees during 1925, Secretary of State Thad H. Brown announced today. A total of 1,351,794 autos were registered. Of the total fees paid, \$115,834 went for transfers, \$35,616 for dealers' duplicates, \$27,091 for duplicate plates, \$3,473 for duplicate certificates and \$13,018 for chauffeurs' licenses.

Of the total licenses issued, 1,154,639 were for passenger cars, 171,682 for trucks, 9,680 for motor conveyances and 3,584 for dealers.

DODGE DEALER BUSY

Topeka, Kan., April 10.—W. H. Imes of the Imes Automobile Company, Dodge dealer, says business was exceptionally good the past week, even though the weather was bad. The Imes company was the second in the Kansas City district in the number of cars delivered the past week. There are thirty-five dealerships in this district, made up of a part of Kansas, Missouri and Oklahoma. Kansas City alone led the Topeka company in cars delivered.

ness, here is one of a number of examples that may be pointed to as a standard for any American enterprise.



R. E. OLDS

had built a horse for the use of man.

On the other hand, this fool contraption has enabled Mr. Olds to contemplate the pleasant aspects of the universe as seen from the palm groves of Florida or the shores of northern Africa.

In other words, Mr. Olds is one of those few fortunate pioneers and inventors who have been able to realize on the prod-

Coming Automotive Events

APRIL

3-14—Frankfort-on-Main, Germany. International Motor Car Show.
15—Fresno, Cal. American Automobile Association race.
20-23—Philadelphia, Pa. Retail Delivery Association, annual convention, Bellevue-Stratford Hotel.

MAY

1—Atlantic City, N. J. Races at opening of new speedway.
10—Charlotte, N. C. American Automobile Association race.
12-13—Galveston, Tex. Tenth annual convention of the Texas Automotive Dealers' Association.
13-15—Detroit, Mich. American Gear Manufacturers' Association, tenth annual convention, Book-Cadillac Hotel.
30-31—Indianapolis, Ind. 500-Mile race.

JUNE

1-4—French Lick Springs, Ind. Semi-annual national meeting of the National Society of Automotive Engineers.
8-10—Detroit, Mich. American Body Builders' Association, convention, Hotel Statler.
12—Altoona, Pa. American Automobile Association race.
12-13—Le Mans, France. Rudge-Whitworth twenty-four-hour stock car race.
16-18—Philadelphia, Pa. Society of Industrial Engineers, thirteenth national convention, Bellevue-Stratford Hotel.
14-15—Montreal, Canada. Automotive Equipment Association meeting, Mount Royal Hotel.
26—Laurel, Md. American Automobile Association race.

JULY

5—Salem, N. H. American Automobile Association, race.
17—Atlantic City, N. J. American Automobile Association, race.

AUGUST

3-6—Denver, Cal. Denver Post, outdoor automobile show.

SEPTEMBER

8—Altoona, Pa. American Automobile Association, race.
25—Salem, N. H. American Automobile Association, race.

SEEK UNIFORM TRAFFIC RULES IN ALL CAL. CITIES

San Francisco, April 10 (U. T. P. S.).—The California Public Safety Conference will specialize this year in obtaining uniform traffic regulations in all California cities. It is announced by Mrs. D. E. F. Easton of this city, president.

All traffic ordinances of cities will be studied, a uniform code is to be drawn up, and then all cities will be urged to adopt the code. A series of Safety Week meetings will be held to educate the public and popularize the code when it is completed.

DEALER DOINGS

PURCHASE STUDEBAKER DEALERSHIP IN OHIO CITY

Marietta, O., April 10 (U. T. P. S.).—Earl Stevens has just purchased the Studebaker dealership from J. B. Hickman and his son, R. C. Hickman.

MUTCHLER OPENS NASH AND AJAX DEALERSHIP

Los Angeles, April 10.—Cliff Mutchler, well known along Auto Row, has started a new concern, known as the Nash-Ajax Sales Company, located at 1914 West Washington St. From 1919 until last fall he was assistant manager of the Apperson factory branch.

RIDGEFIELD PARK HAS NEW CHEVROLET DEALER

Ridgefield Park, N. J., April 10.—Hoppe Brothers of Hazelton Street, this city, has been appointed local Chevrolet dealer, taking the place of Charles Sohn, who retired from business.

HUPMOBILE DEALERSHIP UNDER NEW CONTROL

Morgantown, W. Va., April 10 (U. T. P. S.).—The Moore-Henry Motor Company, composed of H. C. Moore and Charles X. Henry, has just taken over the local Packard and Hupmobile dealership at 460 Chestnut St. from C. L. Chenoweth.

CHANGE IN OWNERSHIP OF LAREDO, TEX., DEALERSHIP

Laredo, Tex., April 10 (U. T. P. S.).—Half interest in the Laredo Chevrolet Company has just been bought by J. B. Donoho and A. W. McIver. The company, in addition to owning the Chevrolet franchise, operates a large garage.

STUDEBAKER DEALERSHIP NORMED IN OGDEN, UTAH

Ogden, Utah, April 10.—Butters Droubay is the name of a new dealer firm organized here to handle the Studebaker car distributed by the T. W. Naylor Company of Salt Lake City.

DEALER GETS PONTIAC FRANCHISE IN MARIETTA

Marietta, O., April 10 (U. T. P. S.).—The Griffiths Motor Company, located at 200 Front St., has just been made dealer for the Pontiac car.

IMPROVEMENTS

OPENS NEW FORD GARAGE

Dixon, Ill., April 10.—George Netz & Co. today opened their new garage and salesroom at 112 S. Ottawa Ave. A free dance featured the formal opening last night, when several hundred couples were entertained by the firm. George Netz and George W. Burch are the Ford dealers for this territory.

PLANS \$25,000 SALESROOM

Williamsport, Pa., April 10.—Ground has just been broken at the intersection of Washington and East 3d Streets for the erection of a new salesroom, garage and filling station which will cost \$25,000. W. C. Moore, who has the local Marmon dealership, will erect the structure and occupy the salesroom. The building will be of steel, concrete and brick construction. The new plant will occupy one of the finest locations along

L. F. MURPHY, whose promotion to the position of general sales manager of the Velle Motors Corporation was announced recently in The Automotive Daily News.



Personal Items

MARKLE AT CONFERENCE

Chicago, April 10.—Lafayette Markle, president of L. Markle Company, Rickenbacker distributor, has returned from a sales conference at the Detroit factory. The Markle Company has recently increased its dealer organization.

MCDANIEL IN NEW POST

Akron, O., April 10.—Charles W. McDaniel, manager of tube sales for the Goodyear Tire and Rubber Company, has resigned to become vice-president and account executive of the Eddy & Clark sales and advertising business of this city. Mr. McDaniel was connected with Goodyear for the past seven years.

CLARK IN SEATTLE POST

Seattle, April 10.—Rufus B. Clark, formerly Gabriel snubber distributor in Des Moines, Ia., has succeeded Fred Hanson as manager of the local Gabriel Snubber sales and service station. He came to Seattle in January, 1917.

FINKLE LEAVES GOODYEAR

Akron, O., April 10.—E. W. Finkle, of the legal department of the Goodyear Tire and Rubber Company, has severed his connection with the company to open a law office in partnership with his brother in this city. He came to Akron, Wills Ste. Claire, Reo and

CONNELLY IN NEW POST

Springfield, Ill., April 10.—J. Fleetwood Connelly, formerly sales manager for the Jennings Auto Sales Company, has taken an executive position with the Moseley Motor Company, Ford and Lincoln dealer here.

the Susquehanna Trail in this territory.

BUILDS NEW SERVICE HOME

Hartford, Conn., April 10.—The Giant Storage Battery Company, Chapel and Ann Streets, has begun the erection of a new brick service station which will be ready for occupancy about June 15. One half of the building will be occupied by the General Tire Service Company, handling the General tire. The present building occupied by both concerns is to be razed and the site converted into a spacious service yard facing on two streets. A gasoline station will also be erected on the corner.

\$30,000 FOR ADDITION

Oak Hill, W. Va., April 10.—The Oak Hill Garage Company is spending \$30,000 on an addition, 50 by 120 feet and a second story to its building. The additional space will be used as a service department and workshop.

ILL. MOTORISTS' ASSN. LAUNCHES NEWSPAPER

Chicago, April 10.—The Motorists' Association of Illinois, which recently purchased the assets of the defunct Illinois Automobile Club, has started publication of a semi-monthly newspaper of standard size. The first issue contains motoring news from all sections of the country.

Hugo Meyer, formerly general manager of the I. A. C., is managing director of the Motorists' Association, which was launched a few weeks ago. It has an insurance feature and other departments of benefit to members.

Fire Losses

GARAGE DAMAGE \$35,000

York, Pa., April 10.—Fire, which originated in the storage battery department of the Spring Grove Garage, near here, caused damage amounting to \$35,000. Nine automobiles, several of them new, were destroyed and seven others were damaged. About half of the garage and two adjoining buildings fell prey to the flames.

LARGE DEALERSHIP FIRE

Coldwater, Miss., April 10.—The Coldwater Motor Company premises have been destroyed by fire with a loss estimated at \$21,000, with \$13,875 in insurance. D. L. Jackson has been manager.

\$10,000 BLAZE IN GARAGE

Hartford, Conn., April 10.—Fire did damage of \$10,000 in the McNamara Garage at 1214 Main St. this week, eight cars being either badly damaged or destroyed. The fire started in the paint shop conducted by Earl C. Freed. Four of the damaged cars were owned by Russell P. Taber, Inc., Reo distributor.

Out on the Coast

By JOHN WETMORE

Los Angeles, April 10.—C. C. Hanch, general manager of the National Association of Finance Companies, has been vacationing in the Southland as the guest of his brother-in-law, Jack A. Benell, former manager of the Los Angeles branch of the Haynes Automobile Company.

While most of his time has been spent in golfing, touring and seeing Southern



California for the first time, he has made addresses before the Los Angeles Chamber of Commerce and the Los Angeles Motor Car Dealers' Association on installment financing in general and automobile financing in particular.

Hanch's talk before the motor car merchants was given, of course, at a luncheon. Incidentally, these Los Angeles business luncheons are the easy way the members of various trades have of hearing what worth while visitors from the East have to say. Notice is sent out of the place and date and who is to speak and the tradesmen come, pay their lunch checks at the door and there you are and that's all there is to it.

In his talk to Angeleno motor car retailers, Hanch reminded them that 75 per cent. of the business of the world was done on credit, declared that the prosperity of the country was dependent on the prosperity of the motor car had, and told them that without an opportunity for buying cars on installments only 35 per cent. of the present production of them would be possible. He said that 75 1/2 per cent. of all automobiles sold were

bought on part payments and that 80 used cars figured in every 100 new cars purchased.

So far, so good. Then he launched fearlessly here in this country of easy payments, where new cars are sold as a rule on 30 per cent. down with twelve or eighteen monthly payments and used cars on 30 per cent. down and twelve months on the reasoning that universal good roads and favorable climatic conditions make more liberal terms than are deemed conservative in the East a safe and sound credit policy, into preaching the insistence of the national finance organization that its terms— one-third down and twelve months on new cars and 40 per cent. down and twelve months on used cars— should be the country-wide automobile financing standard. He quoted repossession and loss figures to prove it.

Incidentally, the financial results of the recent Los Angeles show were reported. They disclosed a profit ahead of any previous show except the one held in the boom year of 1923. It was sufficiently large to give member exhibitors a 43 per cent. rebate on their space payments and still add a considerable sum to the association's surplus.

Tentatively, February 26 to March 6 was chosen for the date of next year's show, an early spring date following the national shows at New York and Chicago and the Pacific Coast exhibition at San Francisco having worked out this year far better than the former November dates, particularly in adding to the number of visiting factory executives, to say nothing of assuring the exhibition of all the new models of the opening year.

Whitewater, Wis., April 10.—The fourth annual automobile show, which has just closed, attracted a record attendance despite unfavorable weather and almost impassable road conditions.

SWARTZ BROTHERS OF McKEESPORT, PA.—“ . . . Your advance notices concerning the price situation several months ago gave me the edge on several of my competitors. . . ”

BELL PHONE 1030

SWARTZ BROTHERS
408 MARKET STREET
TIRE AND TUBE REPAIRING

(McKEESPORT, PA.)

April
Third,
1926.

Automotive Daily News,
1926 Broadway,
New York City, N.Y.

Gentlemen:— Attention Mr. H.A. Tarantous:

We have been receiving your Daily News for the past three months and I must say that your paper is filling a long felt want in the automotive industry especially the items pertaining to the tire division, which I find very interesting.

I have been in the tire business for the past eleven years and never before have I been able to keep in touch with the situation in other parts of the country as I have been since I subscribed for your paper. Your advance notices concerning the price situation several months ago gave me the edge on several of my competitors and saved me ten times the price of my subscription. Keep the good work up, it is wonderful and your paper will no doubt become a necessity to the industry.

Wishing you success and a happy Eastertide, I am,

Respectfully yours,
Edward Swartz
of SWARTZ BROTHERS.

Es-Jk

Financial News of the Automotive Industry

BRITAIN'S OUTPUT OF AUTOS DOUBLED IN LAST 2 YEARS

Production in 1925
Twice That of 1923—
Average Price \$1,500

LONDON, April 10.—Latest statistics obtained by Dow, Jones & Co., show that Great Britain's output of automobiles and trucks in 1925 was twice as large as in 1923.

Last year's increase brings Britain's total to more than 1,500,000. In a population of 43,000,000, this averages one to every thirty inhabitants. A 400 per cent. increase must be made before America's figure of one in six is attained. The average retail price of the 176,000 machines produced in Britain during 1925 was \$1,500, while America's average for 4,000,000 was \$1,000.

The Motor Trader's calculations, based on the British Ministry of Transport's returns, give the following as the figures for British production for the last three years:

	1925	1924	1923
Autos.....	131,834	102,566	67,334
Trucks.....	44,363	31,245	22,348
Total.....	176,197	133,811	89,682

With larger output has come a fall in prices. The high-powered de luxe models alone show an increase. Sales of twenty-five horsepower and over models, for example, declined from 2½ to 1 per cent. last year.

	1925	1924	1923
% of Total Output			
10 h. p. or less.....	21½	29	43
12 h. p.	50	43	16
14 h. p.	18½	16	3½
16 h. p.	5	6	2½
18 h. p.	5	6	2½
Over 24 h. p.	1	2½	

The outstanding feature of the year has been the increase in the home sales of British-made trucks. The total increased to 40,199, an advance of 40 per cent. on 1924. This resulted in the home product securing 66 per cent. of the total home sales, against 55 per cent. in 1924 and 50 per cent. in 1923, as the following figures show:

	1925	1924	1923
Built in Britain for home sales.....	40,199	28,495	20,119
Imports and assemblies.....	20,119	23,837	66
Per cent. home sales secured by British firms.....	66	55	

This increase was made mostly at the expense of American companies and was made without the assistance of import duties.

Hood Rubber Denies It Plans Financing

Boston, April 10.—A director of the Hood Rubber Company denies that there is any new financing pending, as has been rumored. The directors have declared an initial quarterly dividend of \$1.88 on the new 7½ per cent. preference stock and a regular quarterly dividend of \$1.75 on the preferred, both payable May 1 to stock of record April 20.

37 New Oil Firms Formed Last Month

New York, April 10.—Thirty-seven new oil companies, with a total capital of \$32,592,000, were organized in the United States and incorporated under the laws of the various states during March compared with thirty-nine companies having a total capital of \$62,175,000 organized in the corresponding month last year, and thirty-nine companies, with a capital of \$37,870,000 formed in February, 1926. During January, 1926, fifty-six companies, with a capital of \$58,863,000 were formed.

Automobile Plants Buying Plate Glass

Pittsburgh, April 10.—The plate glass demand from automobile manufacturers, furniture builders and others not engaged in building construction is increasing, with factories unable to get ahead on the more popular sizes and gradings.

Russell Companies Show Good Profits

Montreal, April 10.—All subsidiaries of the Russell Motor Car Company are making money. The Canadian Cycle & Motor Company, which has been consistently a big earner for a number of years and the revenue from which had paid the preferred dividend of the Russell Company and enabled the company to build up a large surplus, is enjoying active business. The plant of the Canadian Acme Screw & Gear Company, as now consolidated, is running near capacity, and is gradually getting into a strong position.

Willis-Overland, Limited, Toronto, in which Russell Company has a share interest, has increased its output this year. The preferred stock at 88 yields almost 8 per cent. As the company's profit and loss account stands at \$520,000 and net working capital at \$545,252, of which \$492,636 is represented by bond investments, and as preferred dividend requirements are only \$84,000, the preferred stock looks like a sound investment.

Sale of Battery Business Ratified

New York, April 10.—Sale of the battery business of the Manhattan Electrical Supply Company to the National Carbon Company has been confirmed. The announcement reads:

"Manhattan Electrical Supply Company has arranged to sell its battery plants located at Jersey City and at Ravenna, O., together with all trademarks, patents and other assets pertaining to its dry battery business, to the National Carbon Company, Inc. Dry cells heretofore sold by Manhattan Electrical Supply Company under the trademark 'Red Seal' will, after consummation of the sale, be manufactured and sold by the National Carbon Company, Inc., under the same trademark."

Canadian Consolidated Rubber Sales Higher

Montreal, April 10.—The annual statement of Canadian Consolidated Rubber Company, Limited, for the year ended December 31, 1925, shows that while there was an increase of slightly more than \$3,000,000 in net sales, or 22.1 per cent., as compared with the previous year, net income fell off some \$400,000. Total net sales amounted to \$16,791,383, as against \$13,749,497. After deducting cost of goods sold, general expenses and provisions for bad debts, taxes, depreciation and contingencies, of \$15,851,737, compared with \$12,407,049, net income amounted to \$939,646. This compares with \$1,342,447 in 1924.

RECEIVER APPOINTED

Trenton, N. J., April 10.—Vice-Chancellor Backes has appointed Glenn A. Boyce as receiver for the Interstate Commercial Body Company, manufacturers of automobile bodies of Paterson, N. J. The court issued an order restraining a sale of the assets to satisfy a chattel mortgage. The body company was incorporated last year. The company has liabilities of \$16,125, while the assets are not given.

RANGE OF AUTOMOTIVE STOCKS

High.	Low.	Div.	Stock.	Sales.	High.	Low.	Close.	Net Ch'g.
18½	10	3	Advance Rumely	100	12	12	12	—
53½	49½	3	Ajax Rubber	600	51	51	51	—
36	9½	6	Allis-Chalmers	2,200	10½	10½	10½	—
34½	19½	1	Am Bosch Magn	200	21½	21½	21½	—
15½	12½	1	Am-La France	200	13½	13½	13½	—
27½	28	3	Briggs Mfg Co	800	28½	28½	28½	—
27½	28½	3	Chrysler Corp	8,200	34	34	34	—
108	93	3	do pf A	900	101½	100	100	—
13	10½	.80	Continental Motors	2,100	11½	11	11	—
47½	29½	7	Dodge Bros. A	4,500	32½	31½	32½	—
88½	82½	7	do pf	800	83½	83½	83½	—
32½	24½	2	Eaton Axle & Spring	1,100	28½	27½	27½	—
29½	24½	2	Elec Storage Battery	1,500	77½	76½	77½	—
82½	61½	6½	Elec Auto Lite	100	64	64	64	—
105½	85	5	Fisher Body	2,600	89	87½	88½	—
26½	14½	—	Fisk Rubber	3,000	18½	17½	18½	—
84½	79	7	do 1st pf stpd.	500	79½	79½	79½	—
131½	113½	2.50	Gabriel Snubber	23,300	120½	119	120½	—
115½	113½	7	General Motors	200	113½	113½	113½	—
25½	18	2	Glidden Co	100	21	21	21	—
70½	53	4	Goodrich	1,400	57½	57	57½	—
46	34½	3	Hayes Wheel	700	38	37	38	—
122½	117	1	Hudson Motor Car	39,300	75½	75	75½	—
28½	17	1	Hupp Motor Car	1,700	21½	20½	20½	—
24½	18	2	Indian Motorcycle	100	21	21	21	—
66	37½	3	Jordan Motor Car	6,300	41½	40	40½	—
21½	14½	—	Kelly-Springfield	400	16½	16	16½	—
126	98½	6	Kelsey Wheel	300	104½	101½	101½	—
159	103½	6	Keystone T & R	300	3	3	3	—
112	109½	7	do 1st pf	100	110	110	110	—
33	27	2	Marlin Rockwell	200	28½	28½	28½	—
21½	18½	2	Martin Parry	100	19½	19½	19½	—
63½	36	3.60	Motor Wheel Corp	700	27½	27½	27½	—
33½	24	2	Murray Body	100	9½	9½	9½	—
15½	8½	—	Nash Motors	9,500	57	55	56	—
22½	14½	—	Omnibus Corp	1,600	17½	16	17½	—
43½	31½	2	Packard Motor Car	2,800	36½	35½	36½	—
24½	18	1.80	Packard-Detroit Motor	1,400	20½	20½	20½	—
43½	22	—	Pierce-Arrow	3,500	26½	25½	26½	—
31½	18½	—	Spicer Mfg Co	200	22½	22½	22½	—
92½	70½	6	Stewart-Warner Speedom	1,800	76½	75½	76½	—
61½	50½	5	Studebaker Co	4,500	53½	52½	53½	—
56½	44½	3	Timken Roller Bear	3,000	50½	50½	50½	—
88½	61	4	U S Rubber	8,200	69½	68½	69½	—
34	21	—	White Motors	6,800	64½	63½	64½	—
99	91½	7	Willis-Overland	39,700	25	25	25	—
32½	23½	8.75	Yel C & T B	400	26½	26	26	—

NEW YORK CURB MARKET

Sales	High	Low	Last	Chg.
100 Auburn Auto	51½	51½	51½	+ 2½
100 Brill, A. nw	38½	38½	38½	+ ½
1100 Durant Mot	6½	6½	6½	+ ½
600 Paegeol Mot.	5½	5½	5½	+ ½
20 Fire T&R pf	98½	98½	98½	+ ½
600 Franklin	26½	26½	26½	+ 1½
100 Goodyear	33½	33½	33½	—
300 Reo Motor	21½	21	21	—
1000 Rep T. cfts	22½	22½	22½	—
2700 Rickenbacker	5½	5	5	—
100 Sieberling	22½	22½	22½	—
100 Splitt B. E.	30½	30½	30½	—
800 Stutz Motor	22½	21½	21½	—
100 Timken Axle	19½	19½	19½	—
100 U S L&H pf	6	6	6	—
100 U S L&H pf	6	6	6	—
4000 Yel Taxi NY	17½	16½	17½	+ ½

(The above table shows Friday's automotive stock movement, complete.)

Current Commodity Prices

New York, April 10.—Prices in the crude rubber market have declined sharply. Offerings are heavy and the absorptive power of the market is being tested. Another advance in the tank wagon price of gasoline is expected within a few days. The market is decidedly stronger. The situation in the steel industry remains unchanged.

STEEL PRODUCTS	
Billets, semi-finished—Gross Tons	\$35.00a\$36.00
Billets, forging	41.00a42.00
Steel bars (hot rolled)	2.00a 2.10
Plates (hot rolled)	1.90a 1.95
Blue annealed sheets	2.40a 2.50
Black sheets	3.25a 3.35
Auto body	4.40a 4.50
Steel pipe (hot rolled)	3.90a 4.00
Cold rolled strip	2.30a 2.50
Hot rolled strip	2.30a 2.50
Pig iron, Basic	—
Valleys	19.00a19.50
Eastern Pennsylvania	22.00a23.00

IRON AND STEEL SCRAP	
(Buying prices, f. o. b. New York.)	
Heavy melting steel	\$12.00a13.00
Machine shop turnings	10.10a25.00
Cast iron brags	10.10a25.00
No. 1 cast scrap	16.00a17.00

MILL PRODUCTS	
Base prices, cents per pound, f. o. b. mill.	
High brass sheets	23½a
Copper, in rolls	21½a
Zinc, spot, New York	7.52½a7.55
Lead, spot, New York	8.20a8.30
Aluminum, virgin 98a99%	27 a=

SEAMLESS TUBING	
High brass	22.50
Copper	24.25

RODS	
High brass (round ½ to 2½ in.)	16½a
Copper rods, round	22½a

OIL AND GASOLINE	
MOTOR GASOLINE	
Garage (steel barrels)	— a13
Up-State New York	— a18
Sing tank cars, delivered	—
New York	13½aNom

OLD METALS	
Following are dealers' buying and selling prices for large quantities, f. o. b. New York	
Heavy machinery com.	8½a9 10½a11
New brass clipping	8½a8½ 9½a10
Auto radiators	6½a6½ 7½a7½
Brass, heavy	6½a6½ 7½a7½
Brass, light	6½a6½ 7½a7½

RUBBER MARKET	
Plantations—	Bid. Asked.
First latex, crepe, spot	53 54
May-June	53 54
July-September	52 53
October-December	51 52
Ribbed Smoked Sheets, spot	52 53
May-June	52 53
July-September	51 52
October-December	50 51
Para 100 lb. fine, spot	47 48
Island, fine	— 45
Inner tubes, No. 1	11 13
Inner tubes, No. 2	9 10
Inner tubes, No. 2 rd.	8½ 9
Tire, automobile, white, ton.	\$6.00a\$6.00
Mixed auto tires	\$6.00a\$6.00
Reclaimed rubber—tire reclaimed, 11c; shoe reclaimed, 10c; tube reclaimed, 19c.	

CRUDE PRICES AT WELLS	
EASTERN—	Penn. grade oil
Penn. grade oil	in Buckeye P
In N. Y. Tran.	Line Co. Lines \$3.20
Co. lines	\$3.55 Cabell
Brad'd District	in Nat. Trans.
oil in Nat.	Corning
Tran. Co. Lines	3.65 Ragland
Penn. grade oil	3.65 Somerset
In Nat. Tran.	Somerset, light
Co. lines	3.55 Lima
Gaines grade oil	Indiana
In Nat. Tran.	Princeton
Co. lines	3.20 Illinois
Penn. grade oil	3.20 West
In S. W. Pa.	Waterloo, Ill.
Penn. grade oil	3.55 Plymouth
In Eureka P.	Line Co. Lines 3.50

N. Y. STANDARD BOARD APPROVES MERGER DEAL

New York, April 10.—Directors of the Standard Oil Company of New York have approved the terms for the proposed consolidation of the General Petroleum Company of California with the Eastern corporation. Two shares of Standard of New York are to be issued for one share of General Petroleum. Upon this basis the New York company will issue 2,354,404 shares of its capital stock, with a market value of \$75,340,000 in exchange for 1,177,202 shares of General Petroleum, having a market value of \$69,161,000, based upon closing quotations on the New York Stock Exchange yesterday.

OTIS PLANS FINANCING

Cleveland, April 10.—New financing by Otis Steel Company, local manufacturer of sheet and shaped steel for automobile manufacturers, includes the offering of new preference stock on the basis of 133½ shares of the new for 100 shares of the present preferred stock. It is understood in local banking circles that 7 per cent. will be paid on the new preferred stock dating from April 1.

AUTOMOBILE STEEL DEMAND NOMINAL

Buying Good, But Lacks The Strength Makers Would Like to See

PITTSBURGH, April 10.—Production and prices are holding firm in the iron and steel market in the Pittsburgh district and indications point to April as being a month in which business will be sustained at the rate that has prevailed all this year, close to 90 per cent. of capacity.

In standard pipe, plates and pig iron, the heavier products, business is better than in strip steel, light plates, sheets and the like, constituting the lighter steel materials. However, in makes of wire products, including nails, classed in the lighter steel products, business is increasing daily, due to seasonal conditions.

Prices for galvanized sheets at 4.60 cents base is fairly well observed, and 2.50 cents base for blue annealed, while some shading is being done from the nominal 3.35 cents price of black sheets. Plain wire is commanding \$2.50 per 100 pounds and nails are firm at \$2.65 base keg.

Some recent sales of heavy melting scrap for second quarter are announced at \$16.50 and \$16.75 to steel interests. While the larger interests of merchant iron have re-established the \$20.50 for both No. 2 and malleable iron, the market shows evidence of weakness, and concessions of \$1 and \$1.50 a ton have recently developed, affecting both grades.

While automobile buying of steel products continues to be "good" in a general way, it still lacks that strength which makers desire to see in a market. In fact, it is the irregularity in such buying which is largely responsible for the fluctuating schedules in sheets, merchant bar and particularly strip steel. Denoting this irregularity is the let-down this week in operations by the Newton Sheet Company, whose output is devoted almost wholly to the automobile trade. Throughout the first quarter, the Newton Company operated all twenty of its hot mills at Newton Falls, without deviation. This week, however, four mills remained on the inactive list, with sixteen under power.

The operating condition of the Trumbull Steel Company reflects much the same condition. This week its strip department is down at an 80 per cent. basis, and the week previous its sheet mills were irregular. Finished steel shipments of the Trumbull company reached 120,612 tons in the first quarter, establishing a quarterly shipping record for the company. The backlog of business of the company is not what it was at the beginning of the quarter, however.

But, such leaders in the industry as James A. Campbell, president of the Youngstown Sheet and Tube Company, feel that for the first half, automobile buying of steel products will be satisfactory on the whole, though marked by periods of greater and less demand. The auto trade is taking some important tonnages of Butt weld tubes, in which district makers have participated.

Standard of N. J. Advances Gasoline

New York, April 10.—The Standard Oil Company of New Jersey has advanced the tank wagon price of gasoline 1 cent a gallon in New Jersey, Maryland and Washington, D. C., and ½ cent a gallon in West Virginia.